

CALL FOR DESIGNING THE LOGO AND CREATING THE “BRANDBOOK” FOR THE MEDITERRANEAN GAMES PRISHTINA 2030

The Organizing Committee of the Mediterranean Games (OCMG) “Prishtina 2030” announces a public call for the design of the logo and the creation of the Brandbook for the Mediterranean Games Prishtina 2030.

What should be included in the branding?

- The logo together with guidelines for its use.
- Adaptation of the logo for promotional materials and merchandising.
- Adaptation of the logo and the Prishtina 2030 Mediterranean Games brand in sports venues (example adaptation – one sports venue).
- Adaptation of the logo and brand of the Prishtina 2030 Mediterranean Games in non-sports facilities, including:
 - “Adem Jashari” International Airport
 - Accreditation Center
 - Media Center
 - Broadcast Media Center
 - Mediterranean Games Medical Center
 - Anti-Doping Center
 - Accommodation Center for athletes and officials
 - Hotels
- Branding of transport vehicles and road stations (buses, minibuses, cars, and bicycles). At least three adaptations must be presented.
- Branding of the city of Prishtina and other cities where the Mediterranean Games Prishtina 2030 will be held. The branding of Prishtina and at least two streets must be presented.
- Adaptation of the branding on clothing for staff, volunteers, and contractors of the Mediterranean Games Prishtina 2030.
- Any other branding concept that demonstrates the creativity of the competing company.

Logo design criteria

The logo must:

- Be original and unique, and not imitate any existing logo.
- Reflect the sporting nature of the Mediterranean Games.
- Be creative, high-quality, professional, and representative.

- Be easily understandable.
- Convey a clear message.
- Be timeless and memorable.
- Be suitable for use in printed documents and digital presentations, and easy to print on both white and dark backgrounds.
- Be easily adaptable to different sizes (vertical and horizontal).
- Include the Mediterranean Games rings (ICMG).
- Include an explanation of each element of the proposed logo.

Who may apply?

All graphic design and digital marketing companies are eligible to participate. The company must have at least 5 years of experience in providing design services.

Additional requirements

The winning company must develop the Brandbook, including all additional requirements based on the nature of the multi-sport event, as requested by OCMG.

All IP rights of the selected proposal will be transferred from the proposer to OCMG.

Evaluation

Proposals will be evaluated by a professional commission established by the Organizing Committee (OCMG) of the Mediterranean Games Prishtina 2030, and the final decision will be approved by the Executive Board of ICMG.

Evaluation criteria

- Creativity of the logo concept – 45%
- Implementation of the logo and visual identity – 30%
- Financial offer – 25%

Application procedure

The proposal must be submitted via email to: application@noc-kosovo.org

The submission must include a vector version of the logo.

The application file must contain:

- A manual explaining the content and usage of the logo and visual identity
- The timeline for project implementation
- The financial offer for the logo and development of the final Brandbook

Deadline for application

25 March 2026 at 16:00 CET

* *For any additional information regarding this call, please contact application@noc-kosovo.org*